

PRESS RELEASE



September 2015

For press enquiries, please contact Dominic Dawes:

E: dominic@andygilesassociates.co.uk

T: +44 7769 904 782



Above: The Ministry of Sound Audio M Plus and Audio L Plus, delivering complete multi-room functionality, sublime ergonomics and class-leading audio tuned by Ministry of Sound's Ivor Novello Award-winning DJ and producer Phil Faversham

IFA NEWS: Ministry of Sound's connected range delivers the complete home audio experience

The Audio M Plus and Audio L Plus connected speakers deliver Ministry of Sound's audio expertise with unlimited multi-room functionality, slick app control and streaming services

Berlin, Germany – 3rd September, 2015 – Today at IFA 2015, Ministry of Sound launches its full connected range of multi-room wireless speakers. There are two new connected speakers, the **Audio M Plus** and the **Audio L Plus**: both have been engineered to work together in any configuration with any number of speakers in a single multi-zone home music network.

Once in place, your chosen configuration of Audio M Plus and Audio L Plus speakers are all smoothly controllable via the Ministry of Sound Audio app (available now on iOS and Android). The app delivers top-quality music streaming via Spotify Connect – with both Tidal and Deezer also to be added within the coming weeks.

The Ministry Audio app also offers instant streaming of all the Ministry of Sound Radio channels, as well as a unique, one-touch '*Live From The Club*' feature: at the touch of a button you can live stream the party from London's world-renowned Ministry of Sound nightclub, every Friday and Saturday night.

In addition, the Audio M Plus offers a slick ergonomic design and both mains and battery power – making it simultaneously multi-room capable and highly portable for ultimate flexibility and user convenience, unlike key market rivals.

The Audio L Plus is the largest speaker in the new Ministry of Sound Audio range, and is built to deliver extremely high-quality sound, meticulously tuned by Ministry of Sound's team of sound experts led by Ivor Novello Award-winning DJ and producer Phil Faversham.

Both the Ministry of Sound connected speakers combine a sonically high-performance yet aesthetically pleasing design with the ability to connect any number of the speakers together as part of a cohesive multi-room music system, all controlled from the slick and easy-to-use app.

Using any number of Audio M Plus and Audio L Plus units together, simply use the app to group speakers into up to eight separate groups, playing different songs to different groups while playing the same song to all the speakers in a single group.

Both the connected speakers also feature tap-and-swipe touch control to change volume and skip tracks, apt-X Bluetooth, NFC Bluetooth pairing and a 3.5mm auxiliary analogue input for wired connection to an external device.

The Ministry of Sound connected speakers are equipped with Libre Wireless Technologies Wi-Fi capability, which provides class-leading stable and high-quality wireless audio transmission to any number of connected speakers, for the best possible experience of home multi-room music.

Audio L Plus – NOTES FOR EDITORS:



Features

- Wirelessly connect to a home WiFi network (the number of speakers you can connect is only limited by the router's capability)
- Play music from a Tablet, Smartphones, PC or other networked devices
- Access your entire digital Music library, internet Radio and the popular music services Spotify Connect, Tidal and Deezer
- Use the free Ministry of Sound iOS or Android App for easy set up and control
- Play different music to each speaker or organise speakers into up to 8 groups and play the same music to each speaker in a group
- Alternatively Connect via Bluetooth with aptX
- NFC Bluetooth Pairing
- Tap and Swipe Touch surface to change volume and skip tracks
- Internal power supply
- Line In
- One button press to access music directly from the Ministry of Sound Club

Compatibility

- IEEE 802.11 b/g/n 2x2 MIMO Wi-Fi
- Apple Airplay
- DLNA
- All A2DP supported devices
- 3.5 mm audio input

Accessories

- Power Cable

Price: £299.99

Availability: August 2015

Preferred stockist: <http://www.johnlewis.com>

Audio M Plus – NOTES FOR EDITORS:



Features

- Wirelessly connect to a home WiFi network (the number of speakers you can connect is only limited by the router's capability)

- Play music from a Tablet, Smartphones, PC or other networked devices
- Access your entire digital Music library, internet Radio and the popular music services Spotify Connect, Tidal and Deezer
- Use the free Ministry of Sound iOS or Android App for easy set up and control
- Play different music to each speaker or organise speakers into up to 8 groups and play the same music to each speaker in a group
- Alternatively Connect via Bluetooth with aptX
- NFC Bluetooth Pairing
- Tap and Swipe Touch surface to change volume and skip tracks
- Internal Rechargeable Lithium-ion Battery
- 7 hours playback (at 70% volume)
- Line In
- One button press to access music directly from the Ministry of Sound Club

Compatibility

- IEEE 802.11 b/g/n 2x2 MIMO Wi-Fi
- DLNA
- All A2DP supported devices
- 3.5 mm audio input

Accessories

- Power Supply (UK/EU) and cable

Price: £199.99

Availability: August 2015

Preferred stockist: <http://www.johnlewis.com>

For more details on Ministry of Sound, please visit: <http://ministryofsound.com>

RELEASE ENDS/ NO EMBARGO

ABOUT MINISTRY OF SOUND:



Ministry of Sound Group is a global entertainment business comprising recorded music, artist development, music publishing, live events, digital media and a nightclub in London. Their iconic brands, which include Ministry of Sound and Hed Kandi drive a business with sales approaching £100 million, and are the heartbeat for a generation of clubbers and music fans, spanning both continents and genres. Starting life as the UK's first super-club in 1991, Ministry of Sound was instrumental in bringing club and dance music culture to Britain. Over the next 23 years the business has developed to include a world-beating compilations department, the number one 24 hour dance music radio station, an A&R department with an impressive 19 UK No.1 Singles, a tours brand that hosts over 2,000 events annually and a multi-channel digital operation with more than 4m followers.

<http://www.ministryofsound.com/>



For more information and high-res images please contact Dominic Dawes

T: +44 (0) 7769 904 782 E: dominic@andygilesassociates.co.uk
